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PRESS RELEASE

Veterans Land Board Earns Top Honors for Communications and Marketing Efforts

Agency internationally recognized, wins five MarCom Platinum Awards

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Austin — The Texas Veterans Land Board (VLB), its marketing partner Proscalar, and supporting video production firm, 1820 Productions, have received international recognition for their digital marketing campaigns created to raise awareness for the benefits Texas Veterans have earned and may be eligible to receive. The VLB and Proscalar won five Platinum Awards for their submissions to the MarCom 2021 international competition—the highest mark bestowed by Association of Marketing and Communication Professionals (AMCP).

“From day one, our team has been focused on utilizing innovative and creative ways to reach Veterans across the Lone Star State,” said VLB Chairman George P. Bush. “I am incredibly proud of the VLB and Proscalar for winning these prestigious awards, and I look forward to continuing this successful partnership to highlight Texas’ unique and robust Veterans benefits to the millions of Veterans who call Texas home.”

“Supporting the VLB’s mission in serving Texas Veterans is an honor for our team,” said Stephen Smith, Proscalar’s Managing Partner. “We are thrilled that the creative work from our video team at 1820 Productions, combined with our advertising delivery and the VLB staff’s project support, has been recognized with these top international awards.”

AMCP received over 6,500 submissions for this year’s competition. Among the VLB’s award-winning marketing campaigns include:

- [“Benefits and Dreams Campaign”](#) a video highlighting the VLB’s home loan program, which reached an audience of over 1.15 million. This campaign won an award for its script, overall creativity, and impact within the digital marketing sphere.
- [“Old Glory”](#) which ran close to Veterans Day and promotes Honor, Duty, and Sacrifice. This campaign was recognized for its unique audio and script.

For more than 70 years, [the VLB](#) has had the honor to serve Veterans, Military Members and their families in Texas. The VLB was created by the Texas Legislature in 1946 to offer home loans for returning WWII Veterans. The mission of the VLB is to ensure that it offers the very best package of Veterans benefits in the country. The VLB strives to meet those goals every day.

Based in Austin, [Proscalar](#) is a data-driven marketing firm with a vision to create the world's most dynamic and innovative marketing and business consulting company. Born from a high pedigree of management consulting, the firm has decades of experience in database marketing, which it leverages to get the right messages to the right customers. The [MarCom Awards](#) were established in 2004 to honor excellence in marketing and communications while recognizing creativity, hard work, and generosity of industry professionals. MarCom has evolved into one of the largest, most-respected creative competitions in the world. Each year thousands of print and digital entries are submitted from dozens of countries.